

### III. LAND USE ELEMENT

#### A. OBJECTIVES

The primary land use objective of the Atlas Specific Plan is to establish uses and intensities for Atlas Hotels' properties in Mission Valley. In preparing the development program for its Mission Valley properties, Atlas Hotels considered a variety of factors including the marketability and compatibility of the proposed uses and achievement of the goal of enhancing Hotel Circle as a vital and dynamic urban node offering recreation opportunities for tourists and business opportunities for local residents.

The Atlas development program is intended to be a balanced one with the intense Town and Country development serving as the focal point which supports and enriches the other sites. The reorganized and consolidated convention center at the Town and Country site is expected to support growth at the Mission Valley Inn and Hanalei Hotel sites and to provide business for other hotels in Mission Valley. The proposed office uses at the Hanalei Tower site will also encourage hotel use and use of exhibit halls and meeting and banquet facilities. All of the sites will be integrated by an intra-valley shuttle, funded and operated by Atlas Hotels, Inc., which will transport hotel guests, office employees and members of the general public between the Atlas office, hotel, and convention center facilities, and the San Diego Lindbergh Field. Shuttle stops are proposed for each of the Atlas sites. The proposed plans for the shuttle are discussed in greater detail in the Transportation Element (Section VI).

#### B. DEVELOPMENT PROGRAM

As shown in Table 1, the development program for the Atlas Specific Plan area consists of a combination of existing and proposed uses. Of the seven sites within the specific plan area, five are currently developed (Town and Country, Hanalei Hotel, Mission Grove Office Park, Kings Inn, Mission Valley Inn) and two are vacant (Hanalei Tower, and Evelyn Terrace). Only minor changes are proposed for two of the currently developed sites (Mission Grove Office Park, Kings Inn). The Mission Valley Inn will be expanded by 96 rooms, the Hanalei Hotel will be expanded by 202 rooms, and extensive redevelopment is proposed for the Town and Country site. Office development is proposed on one of the two currently vacant sites, the Hanalei Tower site. The seventh site, the 3.70 acre Evelyn Terrace site, is being reserved for irrevocable dedication for the right-of-way for the future proposed I-8/Via Las Cumbres interchange. No development is currently proposed for this 3.70 acre site. The specific development proposals for each of the seven sites are discussed in greater detail later in this section and in the Urban Design Element of this specific plan.

In preparing the development program for the specific plan area, Atlas Hotels, Inc. evaluated a variety of uses for one of the two vacant sites - Hanalei Tower. For the Hanalei Tower site, the desirability of developing either office or hotel uses was investigated. Potential hotel uses on these sites were evaluated in the context of the overall development program which calls for 1,340 additional hotel rooms to

Table 1

Atlas Specific Plan  
Development Program

Site	Net Acres*	Use	Existing	Additional Proposed (1)	Total
1. Town & Country	29.40 *	Hotel Convention Center/ Meeting Space/ Pre-function areas, etc.	960 rooms 58,000 S.F.	1,340 rooms 171,000 S.F.	2,300 rooms 229,000 S.F.
2. Hanalei Tower	1.91	Office	---	157,500 S.F.	157,500 S.F.
3. Hanalei Hotel	13.39 *	Hotel Banquet Facilities	448 rooms 30,000 S.F.	202 rooms 34,000 S.F.	650 rooms 64,000 S.F.
4. Mission Grove Office Park	2.51	Office	59,158 S.F.	---	59,158 S.F.
5. Kings Inn	3.67	Hotel	140 rooms	---	140 rooms
6. Mission Valley Inn	18.90	Hotel Banquet Facilities Health Club	210 rooms 2,500 S.F. 27,000 S.F.	96 rooms 17,500 S.F.	306 rooms 20,000 S.F. 27,000 S.F.
7. Evelyn Terrace	3.70	Reserved for Interchange (2)	---	---	---
		Total Office =	216,658 S.F.		
		Total Hotel =	3,396 rooms		

\* Excluding floodway acreage. The proposed floodway acreage is as follows: Town and Country = 10.0 acres; Hanalei Hotel = 2.38 acres.

Note 1. These numbers represent the maximum development scenario and are subject to change at the time of detailed site designs.

Note 2. The 3.70 acre Evelyn Terrace site is being reserved for future dedication for off-ramps associated with the future I-8/Via Las Cumbres interchange. No development is currently proposed for this site.

be constructed on the Town and Country site, 96 additional rooms on the Mission Valley Inn site and 202 additional rooms on the Hanalei Hotel site. With the proposed additions at the Town and Country, Mission Valley Inn and Hanalei Hotel sites, a total of 3,396 hotel rooms will be provided within the Atlas Specific Plan area. Given Atlas Hotels' current vacancy rates and anticipated growth in the Mission Valley area, Atlas Hotels, Inc. believes that 3,396 is the maximum number of units which can be developed, marketed, and efficiently operated on their Hotel Circle properties. It is anticipated that the proposed office uses at the Hanalei Tower site will complement and support existing commercial recreation and retail development in the Hotel Circle area.

One issue of concern regarding the proposed development program involves the intensity of development associated with implementation of the Atlas Specific Plan. In order to evaluate the development intensity of the Atlas Specific Plan in the context of the Mission Valley Community Plan, Tables 2 and 3 have been prepared.

The primary basis for analyzing development intensity according to the Mission Valley Community Plan is trip generation. The Community Plan divides the community plan area into 13 development intensity districts (DID's) labeled A-M and assigns allowable trip generation rates (in terms of trips/acre) to each DID. As shown on Table 2, the Atlas Specific Plan area is located within DID's B, C and D. Table 2 provides a comparison of the trips allocated to the specific plan area utilizing the DID methodology outlined under the community plan and those anticipated to be generated by the proposed development program utilizing standard, maximum City traffic generation rates. It should be noted that Table 2 assumes no reduction in trip generation based on multiple use, vacancy rates or transit use. It also assumes no "credits" or development intensity bonuses given for multiple use or other factors. Such reduction factors and development intensity bonuses are permitted according to the Mission Valley Community Plan. Their applicability to the Atlas Specific Plan are discussed in the Transportation Element (Section VI) of this specific plan.

Table 3 provides a comparison of the Atlas Specific Plan to the Mission Valley Community Plan based on an equivalent dwelling unit (EDU) analysis. The factors utilized to determine existing Atlas Specific Plan and Community Plan EDU's are based upon the EDU factors presented in the Mission Valley Community Plan. As shown on Table 3, little or no growth would be permitted at four of the specific plan sites according to the Community Plan. These are the Town and Country site, the Hanalei Hotel site, the Mission Grove Office Park site, and the Kings Inn site. No growth is proposed at the Mission Grove Office Park or Kings Inn sites by the Atlas Specific Plan. The Specific Plan proposes to add 202 rooms to the Hanalei Hotel site. The Specific Plan also proposes to add 96 rooms to the Mission Valley Inn site. Significant additional development is proposed at the Town and Country site. Such additional growth is proposed at the Town and Country site because the site represents a landmark in the Hotel Circle area and it is assumed that the convention center and hotel uses at the site will serve as the focal point for other development in the Hotel Circle area.

Table 2

Atlas Specific Plan vs Mission Valley Community Plan  
Trip Generation Comparison

Site	Acreage	Atlas Specific Plan Trip Generation <sup>2</sup>	MVCP <sup>1</sup> Development Intensity District	MVCP <sup>1</sup> Daily Trips Permitted Per Acre	Anticipated Mission Valley Community Plan Trips (Based on DID's)
Town and Country	39.40	18,400	C	417	16,430
Hanalei Tower	1.91	2,520	B	263	502
Hanalei Hotel	15.77	5,200	B	263	4,148
Evelyn Terrace	3.70 <sup>4</sup>	0	D	380	1,406
Mission Grove Office Park	2.51	1,180	D	380	954
Kings Inn	3.67	1,120	D	380	1,395
Mission Valley Inn	13.50 <sup>3</sup>	2,450	D	380	5,130
<b>TOTALS</b>		<b>30,870</b>			<b>29,965</b>

1. Mission Valley Community Plan
2. 1986, Travel Forecast by Linscott, Law and Greenspan Engineers
3. Net, assumes reduction for HR property.
4. The acreage noted is reserved for the I-8/Via Las Cumbres interchange. No development is currently proposed.

Table 3

Atlas Specific Plan vs. Mission Valley Community Plan  
EDU Comparison

Site	Existing EDU's	Proposed EDU's Atlas Specific Plan	Proposed EDU's Mission Valley Community Plan
Town & Country	887	1,840	1,066
Hanalei Tower	-0-	252	385
Hanalei Hotel	358	520	358
Evelyn Terrace	-0-	-0-	141 <sup>1</sup>
Mission Grove Office Park	118	118	118
Kings Inn	112	112	112
Mission Valley Inn	168	245	278

- The EDUs noted are the result of acreage reserved for the I-8/Via Las Cumbres interchange. No development is currently proposed.

C. SITE-SPECIFIC LAND USE PROPOSALS

This section describes the uses proposed for each of the seven sites within the Atlas Specific Plan area. Individual land use schematics, specific site plans and the special design features of each of the seven sites are described in greater detail in the urban design element.

1. Town and Country

The 39.4-acre Town and Country site will be the most intensely developed within the specific plan area including a mixture of hotel, hotel-related retail commercial and convention center uses. The site is currently developed with 960 hotel rooms, a 58,000 square foot convention center/meeting space and 21,000 square feet of freestanding restaurant. Table 4 summarizes proposed land uses within the Town and Country site at build-out.

Table 4  
Town and Country  
Land Use Analysis

Use	Proposed Development
Hotel	2,300 rooms
Convention Center/Meeting Space/Restaurants	229,000 s.f.

A special feature of the Town and Country site is a pedestrian-oriented plaza adjacent to the river with direct access from the site's central plaza area and the pedestrian/bicycle pathway system at the river. A restaurant and lounge with outdoor dining is located within this area visually and functionally linking the Town and Country development with the river corridor. An existing pedestrian bridge over the river would be replaced and expanded to provide a major pedestrian/bicycle access to the Fashion Valley Shopping Center and to the LRT station to be located on the north side of the river. Pedestrian and bicycle pathways have also been incorporated into the design as has right-of-way for the extension of Camino de la Reina.

## 2. Hanalei Tower

The 1.91-acre Hanalei Tower site will be developed with 157,500 square feet of commercial-office space in conjunction with specific plan implementation. The site area has been redefined from the existing site boundary, based on the proposed Via Las Cumbres interchange.

The office uses will be constructed in one nine-story tower. Access to the site will be provided from the Via Las Cumbres interchange and by the reconfigured Hotel Circle North Road. The street will cul-de-sac at the southeast corner of the site.

## 3. Hanalei Hotel

The 15.77-acre Hanalei Hotel site is currently developed with 448 hotel rooms and approximately 30,000 square feet of restaurant and banquet facilities. An additional 202 rooms and 34,000 square feet of banquet facilities will be constructed in conjunction with this specific plan implementation. The main entry to the hotel will be relocated east along the proposed Levi-Cushman Road to align with a new entry lobby for the expanded facility. A new mid-rise hotel tower and lobby arcade with mixed dining and retail functions is proposed at the new hotel entry. A shared pedestrian/bicycle pathway located along the river has been incorporated into the project design. Wetlands mitigation will be provided through the Town and Country wetlands revegetation program.

## 4. Mission Grove Office Park

The 2.51-acre Mission Grove Office Park site is currently developed with 59,158 square feet office space in two structures. No new development is proposed as part of specific plan implementation. Existing development on the Mission Grove site consists of two wood-shingled buildings stepping up the hillside and separated by parking facilities. The frontage of the site along Hotel Circle South will be extensively landscaped in conjunction with the specific plan implementation.

## 5. Kings Inn

The 3.67-acre Kings Inn site is currently developed with 140 hotel rooms. No new structural development will occur in conjunction with the specific plan implementation, but the site will be refurbished and re-landscaped.

## 6. Mission Valley Inn

The 18.9-acre Mission Valley Inn site is currently developed with 210 hotel rooms and associated facilities including the Atlas Health Club. An additional 96 hotel

rooms will be constructed and 17,500 square feet of banquet space will be added in conjunction with specific plan implementation. In addition to construction of 96 hotel rooms and additional banquet space, the Mission Valley Inn site will be extensively refurbished and re-landscaped.

7. Evelyn Terrace

The 3.70 acre Evelyn Terrace site is being reserved for irrevocable dedication to the City, at no cost to the City, for the right-of-way for the proposed future interchange at Interstate 8 prior to the issuance of building permits for the Hanalei Tower site. No development is proposed for this vacant site. If the interchange has not been constructed within 10 years after adoption of the Atlas Specific Plan, the City shall allow Atlas to proceed with the redevelopment of the Mission Valley Inn site as provided in this Specific Plan as if the interchange was in place.